

Press release

17 May 2016

## NEW SALES AND MARKETING ORGANISATION

To strengthen its leading position in the market for fixtures in the Nordic region and to continue the implementation of the company's growth strategy, FM Mattsson Mora Group is more clearly defining its sales and marketing organisation and making management changes.

“For FM Mattsson Mora Group, it is vital to defend our strong market position and ensure that we can maintain high delivery reliability towards our existing customers and the new customers we will secure as we continue to grow. Our strategy is to consolidate the company's position in the Nordic region and assume a clearer position as a niche company in selected markets. I am very pleased with the company's new marketing and sales structure, which has been designed to target the Nordic and international markets in an optimal manner,” says Fredrik Skarp, CEO of FM Mattsson Mora Group.

The new organisation will facilitate closer collaboration between marketing and sales at the same time as the focus of the company's sales will be adapted to the needs of the various markets and customer segments.

**Peter Wennerstein** will become the **Director of Marketing & Sales Nordic**, with responsibility for the Group's marketing and for sales in the Nordic markets (Sweden, Norway and Finland). Peter already serves as Director of Marketing for FM Mattsson Mora Group.

**Ole Sander** will become **Director of International Sales**, with responsibility for sales activities outside the Nordic region. Ole will also continue in his post as President of FM Mattsson Mora Group Denmark.

Both Peter Wennerstein and Ole Sander are members of the Group's management team. The company's former Director of Sales, Niclas Brandshage, has decided to leave his post for a position outside the company. The new organisation will apply as of May 17, 2016.

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*FM Mattsson Mora Group conducts the sale, manufacture and product development of water taps under the strong, well-established brands of FM Mattsson, Mora Armatur and Damixa. The Nordic region is the Group's principal market. The Group generates sales of more than SEK 1 billion and has more than 550 employees.*